A Social Science and Entrepreneurship Journal 3(1) (2023) 25-31

A Social Science and Entrepreneurship Journal

Journal homepage: http://ejournal.upi.edu/index.php/asset/

Technopreneurship Development: Entrepreneurship Ecosystem Analysis in Tasikmalaya

Ismail Yusuf[*], *Tika Annisa Lestari Koeswandi, Azizah Fauziyah*

Entrepreneurship Study Program, Universitas Pendidikan Indonesia, Indonesia

Correspondence: E-mail: ismail_yusuf@upi.edu

ABSTRACT

Entrepreneurship is currently an interesting topic in academic discussions because it is considered a solution for a country's economic development. However, the entrepreneurship ratio in Indonesia is currently still very low, reaching 3.47% of the total population of Indonesia. This figure is still lower than neighboring countries such as Singapore 8.76%, Thailand 4.26% and Malaysia with 4.74%. One area of entrepreneurship that is expected to encourage the business ecosystem in Indonesia is the field of technology entrepreneurship. Technopreneurship itself refers to entrepreneurial practices that focus on the development and application of innovative technology. It involves the process of creating, developing, and marketing technology-based products or services. Currently, the concrete step that is most likely to be taken is entrepreneurship. For this reason, a business development model is needed that is adapted to the needs of the technology entrepreneurship ecosystem in Tasikmalaya.

ARTICLE INFO

Article History:
Submitted/Received 1 March 2023
First Revised 10 March 2023
Accepted 11 March 2023
First Available online 1 April 2023
Publication Date 1 April 2022

Keyword:
Ecosystem,
Technopreneurship,
Tasikmalaya.

1. INTRODUCTION

The industrial world is entering a new era called Industrial Revolution 4.0, this topic is being widely discussed throughout the world, including in Indonesia. The Industry 4.0 sector can contribute to the creation of more jobs and new technology-based investments. The implementation of fourth generation industry must be followed by the formation of a healthy and sustainable ecosystem, so that it is effective and can drive all economic sectors. To achieve business success in the digital era, a well-formed ecosystem and communication is needed by business people, so that a strong and mutually beneficial ecosystem is achieved. Entrepreneurship is currently an interesting topic in academic discussions because it is considered a solution for a country's economic development. However, the entrepreneurship ratio in Indonesia is currently still very low, As shown in Table 1, reaching 3.47% of the total population of Indonesia. This figure is still lower than neighboring countries such as Singapore 8.76%, Thailand 4.26% and Malaysia with 4.74%. (Reni Yanita, 2022).

Technopreneurship itself refers to entrepreneurial practices that focus on the development and application of innovative technology. It involves the process of creating, developing, and marketing technology-based products or services. Technopreneurship has its origins in combining the words "technology" and "entrepreneurship" (Depositario, et al., 2011). The concept of technopreneurship involves a synergy process between expertise in technological languages and a thorough understanding of entrepreneurial principles (Sosrowinarsidiono, 2010). Tasikmalaya City is one of the areas in the East Priangan Region which has a rapidly developing creative industry. There are approximately 7 creative industries that have been successful in developing market expansion. Apart from helping to absorb labor, creative industries in Tasikmalaya City can also increase investment value and production value which leads to community welfare. However, creative industry entrepreneurs in Tasikmalaya City need to respond to several challenges related to business development. One of them is the development of human resources (HR) implementing and supporting the development of a reliable organization and workforce.

Table 1.

Entrepreneurship Ratio South East Asia (Reni Yanita, 2022)

No	Country	Entrepreneurship Ratio
1	Singapore	8.76 %
2	Malaysia	4.74 %
3	Indonesia	3.47 %

Almost 70% of business centers, trade centers, services and industrial centers in East and South Priangan are in Tasikmalaya. East and South Priangan stretch from Banjar City at the eastern tip of West Java, Ciamis Regency, Tasikmalaya Regency and City, Garut Regency, Sumedang Regency, Cianjur Regency, Sukabumi Regency and City at the western tip of West Java. The East and South

DOI: http://dx.doi.org/10. 17509/xxxxt.v6ix
p- ISSN 2776-6942 e- ISSN 2776-6950

Priangan regions account for 40% of the total area of West Java, which means that more than a third of the economic center in West Java is in Tasikmalaya. Therefore, Tasikmalaya is considered very suitable for investors in the hotel sector, infrastructure and shopping centers to invest their capital. The city of Tasikmalaya itself has a population of around 746,710 thousand people (Disdukcapil Tasikmalaya City, 2020), the largest in East Priangan, so it has great potential to become an investment and business market share. The majority of the population is of productive age which is considered a demographic bonus.

However, the potential possessed by the City of Tasikmalaya has not been utilized much by its young people. Because this year the number of unemployed people in Tasikmalaya City has increased, as many as 3.5 percent of citizens of productive age are unemployed (Manpower and Transmigration Service, 2022). It was recorded that 21,478 residents of Tasikmalaya City were unemployed (Central Statistics Agency, 2022), 15,394 of them were male unemployed, while the number of female unemployed reached 6,084. Unsatisfactory economic trends are said to be affecting the unemployment rate. The government has launched various efforts through programs to reduce the unemployment rate. For example, through the transmigration program, labor-intensive industry, and the creation of 5 thousand new entrepreneurs and the opening of investment doors.

2. METHODS

This research was conducted in Tasikmalaya Regency. This research primarily adopted a qualitative approach to model validation, involving data analysis involving interviews with experts as well as Focus Group Discussions (FGD). This method will provide in-depth and contextual insight regarding the sustainability and relevance of the model developed. This research also involves a quantitative approach using a questionnaire.

Data obtained from respondents in Tasikmalaya, will be analyzed using descriptive statistics, comparisons and pattern recognition. This will provide a comprehensive picture of the effectiveness and acceptability of the model that has been created. The data obtained came from primary data and secondary data. Primary data was obtained from the results of interviews with closed questions to entrepreneurshipactors.

There are stages in this research, namely 1) Model Conception. In this stage The main focus is developing the basic concept of the model to be built. This includes identifying needs, formulating objectives, and detailing the initial steps in model development. This stage also involves initial research to ensure that the model concept fits the required framework. 2) Action Research. In this stage, an action research approach is applied to test and validate the model concept that has been formulated. Involving taking concrete actions, observation, and active data collection, this stage aims to refine and optimize the

DOI: http://dx.doi.org/10.17509/xxxx.v6ix
p- ISSN 2776-6942 e- ISSN 2776-6950

model based on the results and findings that emerge during this process. 3) Interviews and Observations, Model Evaluation, and Analysis. In this period, the main focus is conducting interviews and observations in the field to gain a deeper understanding of the ecosystem under study. In addition, evaluation of the model that has been built is carried out by analyzing the collected data. This stage yields a deeper understanding of the model's effectiveness and provides insights for further improvements. 4) Academic Manuscript Writing, Academic Publications. In this final stage, emphasis is placed on documentation and writing an academic manuscript that covers the entire project. This process involves the preparation of a detailed research report, selection of methodology, presentation of results, and discussion of findings. In addition, preparations for academic publications are carried out, including the preparation of articles or scientific papers that can be submitted to the scientific and practitioner communities. It aims to share research findings and contributions in a broader context.

3.RESULTS

Domains of an entrepreneurship ecosystem from Daniel Isenberg in 2021 is policy, finance, culture, supports, human capital and markets. Isenberg's model outlines six primary domains that interact with one another to create a supportive ecosystem for entrepreneurship.

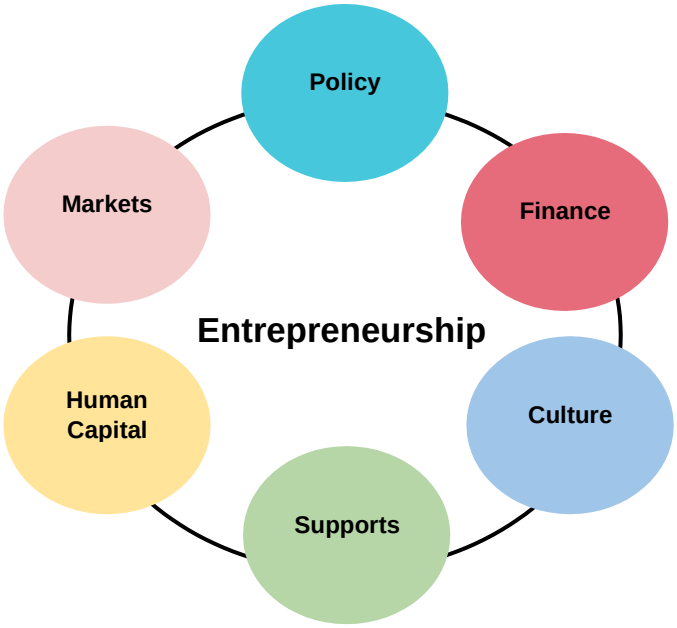

Figure 1. Domain of Entrepreneurship Ecosystem (Daniel Isenberg, 2021)

Figure 1 shows that the 1) Policy: This domain refers to the governmental and

DOI: http://dx.doi.org/10. 17509/xxxxt.v6ix
p- ISSN 2776-6942 e- ISSN 2776-6950

regulatory environment. Policies should be designed to promote entrepreneurship, remove bureaucratic barriers, and provide incentives for

DOI: http://dx.doi.org/10.17509/xxxx.v6ix
p- ISSN 2776-6942 e- ISSN 2776-6950

startups and investors. Examples include tax incentives, grants, and streamlined regulations. 2) Finance: Access to funding is critical for startups. This domain encompasses the availability of venture capital, angel investors, banks, and other financial institutions willing to invest in early-stage companies. A healthy ecosystem has a variety of funding sources for startups at different stages of growth.

3) Culture: The cultural aspect of the ecosystem refers to the societal attitudes towards entrepreneurship. A supportive culture values innovation, risk-taking, and learning from failure. It also includes the presence of role models, success stories, and a network of experienced entrepreneurs who can mentor and guide new startups. 4) Supports: This domain involves the availability of resources and services that help startups grow and succeed, such as incubators, accelerators, and coworking spaces. It also includes professional services like legal, accounting, and marketing, as well as educational and training programs focused on entrepreneurship.

5) Human capital: Talent is a crucial component of a thriving startup ecosystem. This domain includes the availability of skilled workers, experienced entrepreneurs, and knowledgeable investors. It also involves the presence of high-quality educational institutions that produce graduates with the necessary skills for working in startups. 6) Markets: Access to customers, suppliers, and partners is critical for startups. A healthy ecosystem provides opportunities for startups to connect with potential customers, both locally andinternationally. It also involves the presence of large corporations that canbecome customers, suppliers, or partners for startups, helping them scale and grow.

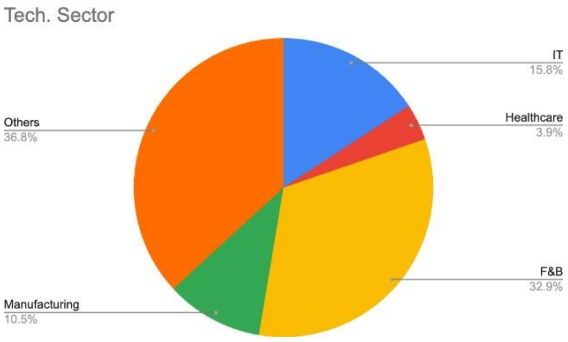

Figure 2. Technopreneurship Sector in Tasikmalaya

In the figure 2 we can see respondent charateristics based on sectors in Tasikmalaya region. We can see the distribution of technopreneurs in the city of Tasikmalaya. 12 people chose the IT field. in the healthcare sector as many as 3 people. In the F&B sector there are 25 people. in the manufacturing sector as many as 8 people and in other fields as many as 28 people. From Figure 2 we can conclude that business interest is still dominated by the F&B sector at 32.9%. We can see detailed numbers in table 2.

Table 2.
Technopreneur Sectors in Tasikmalaya

Tech. Sectors	f	%
IT	12	15,79%
Healthcare	3	3,95%
F&B	25	32,89%
Manufacturing	8	10,53%
Others	28	36,84%
Total	**76**	**100,00%**

DOI: http://dx.doi.org/10. 17509/xxxxt.v6ix
p- ISSN 2776-6942 e- ISSN 2776-6950

From the results of the questionnaire to technopreneurs in Tasikmalaya, data was obtained as shown in the table 3.

Table 3.
Domains of an Entrepreneurship Ecosystem in Tasikmalaya

Ecosystem Domains	Percentage
Financial Literacy	78,75%
Capital Support	82,50%
Regulatory Framework	77,50%
Compliance	78,75%
Social Norms	88,75%
Succes Stories	72,50%
Infrastructure	87,50%
Support Professions	91,25%
Labor	76,25%
Educational Institutions	66,25%
Early Customers	85,00%
Network	90,00%

The redder, the more important or needed (its level of importance is higher). The greener, the lower the level of importance, less crucial, or not very needed. So supporting professions are what business people in the city of Tasikmalaya need most at this time. Followed by social norms in second place at 88.75% and in third place infrastructure at 87.50%.

4. CONCLUSIONS

The results of the study show that the main ecosystem domains in Tasikmalaya is supporting professions. The study has identified crucial aspects for consideration, uncovering implications derived from demographics, mapping, and the ecosystem framework.

With this research, the researchers find that young adults constitute an age demographic worthy of primary attention in designing programs and models to address the needs and challenges faced by technopreneurs, given their largest representation in the population. Relatively homogeneous needs and challenges imply that the programs and models to be designed can be of a general nature applicable across the entire region of West Java.

REFERENCES

Darusman, Y. (2016). Kearifan Lokal Kerajinan Bordir Tasikmalaya Sebagai Ekonomi Kreatif Terbuka Untuk Modern (Studi di Kota Tasikmalaya Jawa Barat). Journal of Nonformal Education, 2(2).

Dinas Kependudukan dan Pencatatan Sipil (2022, 28 Juli) Jumlah Penduduk di Kota Tasikmalaya, diakses tanggal 24 Januari 2024, dari https://data.tasikmalayakota.go.id/.

Kamil, A. (2015). Industri kreatif Indonesia: Pendekatan analisis kinerja industri. Media Trend, 10(2), 207-225.

Lontoh, J. K., Tumbel, A. L., & Kawet, R. C. (2020). Pemanfaatan Media Sosial Sebagai Strategi Promosi Bagi Pengembangan Pemasaran Wisata Danau Linow Di Kota Tomohon. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 8(4).

Maesaroh, S. S. Peran Gender dalam Negosiasi Karir: Pendekatan Teori Ekuitas. Indonesian Journal of Digital Business, 2(1), 1-8.

DOI: http://dx.doi.org/10.17509/xxxx.v6ix
p- ISSN 2776-6942 e- ISSN 2776-6950

Fakultas Ekonomi dan Bisnis Unpas).

Rahmi, A. N. (2018, September). Perkembangan industri ekonomi kreatif dan pengaruhnya terhadap perekonomian di indonesia. In Seminar Nasional Sistem Informasi (SENASIF) (Vol. 2, No. 1, pp. 1386-1395).

Ramadani, D. F., & Syariati, A. (2021). Ekonomi Digital dan Persaingan Usaha sebagai Pendorong Pendapatan UMKM di Kota Makassar. ICOR: Journal of Regional Economics, 1(1). Retrieved from https://journal3.uin-alauddin.ac.id/index.php/icor/article/view/19558

Sari, A. P., Pelu, M. F. A., Dewi, I. K., Ismail, M., Siregar, R. T., & Mistriani, N. & Sudarmanto, E.(2020). Ekonomi Kreatif. Yayasan Kita Menulis.

Setiawan, I. N. A. M., & Prastiwi, N. L. P. E. Y. (2022). PENGEMBANGAN KOMPETENSI PENGRAJIN KAIN TENUN (JEGEG ENDEK). Jurnal Industri Kreatif dan Kewirausahaan, 5(1 (Setiawan & Prastiwi, 2022)).

Sopanah, S. E., Bahri, S., Ghozali, M., & SH, M. (2020). Ekonomi Kreatif Berbasis Kearifan Lokal. SCOPINDO MEDIA PUSTAKA.

Suprayogi, A., & Suryana, H. P. (2020). PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN DI C59 BANDUNG (Doctoral dissertation, Perpustakaan

Tayibnapis, A. Z., Wuryaningsih, L. E., & Gora, R. (2018). The development of digital economy in Indonesia. IJMBS International Journal of Management and Business Studies, 8(3), 14-18

DOI: http://dx.doi.org/10. 17509/xxxxt.v6ix
p- ISSN 2776-6942 e- ISSN 2776-6950